

Fine Quality Undermuslins.

A **SPLENDID** display is made of the finer qualities of undermuslins which are an important feature of the "World of White." These garments made in the daintiest of styles, of sheer batiste, dimity and finest qualities of nainsook, effectively trimmed with appropriate laces and embroideries.

Combinations	\$3.45 to \$8.50
Night Gowns	\$3.45 to \$12.50
Skirts	\$3.45 to \$15.00
Corset Covers	\$2.50 to \$3.50
Chemise	\$3.45 to \$10.00
Drawers	\$2.45 to \$5.00



White Silks and Woolens

THIS section, too, contributes interesting special items in the "World of White." The values are very good.

CREPE DE CHINE Cheney's best quality in white only, on sale Monday and Tuesday. Regular dollar quality, a yard	83c
CROCADED SATIN Many beautiful designs in all silk, regular \$1.50 values, a yard	89c
RAJAH SILK 27-inch wide white Rajah silks, dollar quality, a yard	69c
WHITE MOHAIR 65c quality, a yard	43c
75c quality, a yard	59c
\$1.00 quality, a yard	79c
\$1.25 and \$1.50 qualities	93c
\$1.25 white voile	79c
50-inch white broadcloth, \$2.00 quality, a yard	\$1.39

Our Annual Exhibition and Sale of White Garments and Fabrics

A World of Embroideries Thousands Upon Thousands of Yards at the Lowest Prices Ever Offered

WE have had big sales in this department before but never one which approached this one in point of quantity or of values given. We are confident that you will agree with us when you see the splendid offerings.

LINE ONE— Consists of edgings, insertions and headings, including many "baby" embroideries and colored edgings for children's garments; widths up to five inches; a yard	7c
LINE TWO— Edgings, insertion, bands, gallons and headings, of nainsook swiss and cambric, in eyelet, French and Madeira designs, "baby" embroideries and colored edgings; widths up to eight inches; a yard	9c
LINE THREE— Nainsook, swiss and and cambric, edgings, insertions, bands, heading and gallons in widths up to ten inches, and colored embroideries for children's garments; many very handsome designs; a yard	14c
LINE FOUR— Twelve-inch wide flouncings are included in this big line as well as the narrower edgings and insertions. The values are unusual, and the designs very attractive; a yd	19c
LINE FIVE— Flouncings up to eighteen inches wide, handsome corset cover embroideries, edgings, insertions, bands, etc., of swiss, nainsook and cambric, in blind and eyelet designs; exceptional values; a yard	24c
LINE SIX— Matched sets of embroideries and insertions, corset cover embroideries, flouncings up to eighteen inches wide and a vast variety of edgings, insertions and bands are shown in this splendid lot; a yard	29c
LINE SEVEN— Swiss, nainsook and batiste edgings, insertions, bands and gallons, matched sets and old patterns, corset cover embroideries and twenty-seven-inch flouncings in new and handsome designs; grand values; a yard	39c
LINE EIGHT— Matched sets of edging and insertions, all-over corset cover embroideries and skirt length flouncings of plain swiss and batiste and crossbar materials. The values in this lot are extraordinary; a yard	49c
LINE NINE— Fine quality flouncings in the twenty-five-inch widths, and matched sets of all-over, edgings, and insertions in the most beautiful new designs. Those who appreciate quality will appreciate the embroideries in this line; a yard	57c
LINE TEN— Swiss and batiste flouncings, twenty-seven and forty-five-inch wide, with all-over embroideries to match. These are very new designs and of most excellent quality; a yard	89c
LINE ELEVEN— This line consists only of forty-five-inch flouncings of swiss and batiste, scalloped and hemstitched, with all-over embroideries to match; quality and designs are both exceptionally good; a yd	\$1.49
LINE TWELVE— Skirt length flouncings and all-over embroideries to match, of fine swiss and batiste, new designs and excellent quality; a yard	\$1.69

Greater & Grander than any Former Event Monday, January the 16th, the First Day

WHITE—pure, snowy white—whatever way you turn 'tis white. Dainty white fabrics—beautiful white embroideries and laces—snowy white garments—the heralds of the approaching summer are displayed in wondrous profusion. This season "The World of White" exceeds in beauty and lavishness of display all preceding events and the exhibit alone is worthy of a visit to our store. Then, too, women of forethought will supply their summer needs, now, while the stocks are perfect in their completeness and while prices are specially made to encourage early shopping. Thousands of daintily designed undergarments and waists especially purchased for this event will be offered at most attractive prices.

We call your attention to the fact that all the garments offered in this event are made under the most healthful and sanitary conditions—are clean and fresh. Also, we want you to notice the excellence of the workmanship—the quality of the material and trimming used—both far superior to that usually sold in white sales. Next to quality, price is the most important consideration and on every item the price is one which cannot be duplicated. "Popular" quality is in every item—the quality which has made this store the buying place of thousands.



Thousands of White Undergarments Very Attractively Priced

THE undermuslins offered in this sale are the best values it has ever been our pleasure to show. They are not the cheap, inferior kind, but are made of good materials, correctly proportioned, well made and trimmed with excellent quality laces and embroideries. For convenience in making selection the garments at the following prices are displayed on special tables.

45c Drawers made of excellent quality nainsook and long cloth, good width with plain tucked flounce; short chemise of nainsook, untrimmed; several styles of perfect fitting corset covers, both lace and embroidery	\$1.95 At this price we make a remarkable showing of the handsomest garments ever offered at this price. There are dozens of styles of combination garments, of night gowns, of drawers, of chemise, of skirts, of corset covers—all made of sheer batistes, fine nainsooks and substantial long cloths; beautifully trimmed with laces and embroideries.
95c This line is one of the big features of the white sale and offers most unusual values. Combination garments, the corset cover with short skirt or drawers; night gowns, high or low neck styles; skirt chemise, in several styles; corset covers, daintily designed; drawers in many styles. These garments are made of cambric, long cloth and nainsook, with valenciennes, torchon and maltese laces and pretty embroideries.	\$2.45 The garments at \$2.45 are very desirable ones. Attractive in design, perfectly made of a quality of material which insures most satisfactory wear. English nainsooks and long cloths, and fine sheer batiste are used with valenciennes, maltese and torchon laces and fine embroideries. Combinations, night gowns, corset covers, drawers, skirts and chemise.
\$1.45 Many beautiful garments are shown at this very popular price—garments that are of surprisingly good value. Combination garments of nainsook and sheer batiste, handsomely trimmed; night gowns, in high and low neck styles, with long or short sleeves; corset covers, as dainty as you like; drawers in a variety of styles; skirt chemise of nainsook and batiste, lace or embroidery trimmed.	\$2.95 Beautiful night gowns trimmed with laces, embroideries, beading and ribbons; combination two and three-piece garments; handsome skirts, lace and embroidery trimmed; princess alpine. Perfectly made of sheer batistes, fine nainsook and long cloth, with beautiful laces and embroideries.

Soiled Muslin Undergarments at Exactly Half Price

In the course of a season's selling, many garments are unavoidably mused and soiled in handling and display. We have grouped all these, which are otherwise in perfect condition, and offer them Monday at exactly half the former prices. Almost every kind of garment is to be found in this lot, and almost every quality from the cheapest to the best.

Women's
Full Size Muslin
Nightgowns
50c Value 29c
(Limit Two)

The Popular
DRY GOODS CO. INC.

Pictorial Review
Patterns
Are Reliable
10c and 15c
None Higher

The World of White--Basement

CHILDREN'S UNDERMUSLINS Drawers, plain tucks, 10c Muslin waists, 10c Drawers, hemstitched tucks, 12 1-2c Waists, 12 1-2c Skirts, lace and embroidery trim, 25c Drawers, lace and emb. trimmed, 25c Combined waist and skirt, 25c Gowns, tucked yoke, 35c Combined waist and skirt, 40c Misses' Gowns, tucked yoke, 45c Gowns, lace and emb. trimmed, 50c Drawers, lace and emb. trimmed, 50c	WOMEN'S UNDERWEAR Drawers, plain tucks, 25c value, 15c Drawers, lace and emb., 35c value, 25c Drawers Skirts Gowns Chemise
SHEETS AND PILLOW CASES 90x90 Peppercell Sheets, 74c 81x90 Peppercell Sheets, 69c 72x90 Peppercell Sheets, 64c 63x90 Peppercell Sheets, 59c (Only 1 dozen to each customer) 72x90, seamed sheets, good quality muslin, invisible seams (Limit six) 39c 76x90 "white special" sheets, seamed, extra quality muslin, each (Limit six) 49c 42x34 "white special" pillow cases, extra quality, each (Limit six) 10c 42x36 "Hotel special" pillow cases, extra heavy, each (Limit six) 11c	45c
BED SPREADS Three-quarter size white crocheted spread, each 49c Full size hemmed, white, crocheted spreads, \$1.50 value, each \$1.19 Full size, hemmed honey comb spreads, \$1.75 value, each \$1.29	
TOWELS 18x38 Huck Towels, red border, extra white sale special, each (Limit one dozen) 7 1/2c 18x34 extra heavy, white, huck towel, each (Limit one dozen) 8 3/4c Bleached Turkish towels, good quality, fringed, each 8 3/4c Bleached Turkish towels, good size and quality, hemmed, each 10c Bleached Turkish towels, bath size, splendid weight, each 23c	
LONSDALE MUSLIN Gentle Lonsdale (green label) and Fruit of the Loom muslin, a yard 9c NOTE— We limit each customer to 12 yards and will not fill telephone orders for this item. Lonsdale Cambric, a yard 12c (Limit 10 yards. No phone orders) Canton Flannel, 24 inches wide, very good quality, bleached, a yard 5c (Limit 12 yards)	

Five Lots of Laces Specially Priced
2c, 3c, 4c, 5c, 6c a Yard

Cotton and Linen Fabrics Our Complete Summer Stocks are Shown in This Great Event

COTTON and linen fabrics play an important part in the "World of White." Our complete stocks, the new and fresh goods which were bought for summer business, are given you to choose from now. Prudent women will anticipate their summer needs.

LINEN WAISTING Plain, all pure linen waistings, a yard wide. A quality suitable for waists or dresses. Extra value, a yard	25c
LINEN SUITING Half linen suiting, 40 inches wide, excellent quality, a yard	35c
ROUND THREAD LINENS Pure linen and a full yard wide, in four different weaves and finishes; a yard	50c
LINEN SHEETING Two and one-half yards wide, extra quality, suitable for dresses, waists and suits. An extraordinary value, a yard Other qualities, \$1.25, \$1.50, \$1.75 and \$2.00.	69c
CHECKED DIMITY Dimities in checks and stripes and muslin in crossbar effects in qualities suitable for waists, children's dresses and undergarments; a yard Other qualities, 15c, 20c, and 25c.	9c
DOTTED SWISS Special quality, 30 inches wide, in large, medium and small dots; splendid value; a yard	12 1/2c
MADRAS Fancy white mercerized waistings in a variety of neat patterns; permanent finish, extra value; a yard	16c
LONG CLOTH Yard wide long cloth, an extraordinary quality for the price; a bolt of 12 yards for	89c
LONG CLOTH Twelve yards in a bolt—sold only by the bolt at these prices. Nos. 120 and 900.....\$1.35 No. 2000, 38 inches wide.....\$1.85 No. 5000, 40 inches wide.....\$2.10 "Liberty Bell" 40 inches wide.....\$2.10	
NAINSOOK Extra quality, finely woven English nainsook, thirty-two inches wide, soft finish for making undergarments; very special values; a yard	9c
INDIA LINON Extra special we offer several pieces of good quality India linon, 40 inches wide, and a finer quality 32 inches wide, both very unusual value at; a yard	8 3/4c
LYK LINEN Two of the new, sheer, linen finished white materials for shirt, waist making. In a variety of neat stripes and checks; 32 inches wide and a very special value; a yard	25c
LINGERIE BATISTE Extra Special! Soft, sheer batiste, full 42 inches wide. A quality suitable for women's and children's dresses; a yard	19c
FRENCH LAWN Sheer quality, fine finish, 45 inch width, a very special value at; a yard	12 1/2c
Other qualities, 25c, 50c, 75c, \$1.00 and \$1.50.	
NAINSOOK Fine qualities, soft finish, twelve yards in a piece, put up in neat box. Sold only by the piece. No. 90, 38 inches wide.....\$1.50 No. 22, 32 inches wide.....\$1.50 No. 875, 40 inches wide.....\$1.98 No. 28, 36 inches wide.....\$1.98 No. 2900, 40 inches wide.....\$2.25 "Bridal Wreath," 36-inch.....\$2.48	
FLAXON Extra quality plain Flaxon, permanent linen finish. A splendid fabric for waists and dresses. Very special values are: 36-inch Flaxon, a yard.....15c 38-inch Flaxon, a yard.....20c 38-inch Flaxon, a yard.....25c 38-inch Flaxon, a yard.....30c	

Advance Sale of White Waists and Lingerie Dresses

NEW model garments for the season of 1911. Four groups of white waists and a splendid offering in dresses have been prepared for this event at very low introductory prices. These special garments, while in the lower priced qualities, show the trend of the season's fashions. Also, a showing is made of the finer qualities lingerie dresses, of chiffon batiste, marquise and other favored materials.

WHITE WAISTS 59c Special lot of new 1911 style lingerie waists, pretty designs, trimmed effectively with embroideries and laces. Regular dollar value, each	59c
WHITE WAISTS 79c Dainty styles of lingerie waists, made of fine quality lawn with embroideries and laces effectively used in trimming. All in the newest of the season's styles; \$1.25 values	79c
WHITE WAISTS 95c Grand value is found in every waist in this unusual lot. They're 1911 styles, fresh from one of the greatest makers of waists. Both lingerie and tailored styles in the \$1.50 quality are priced	95c
WHITE WAISTS \$1.45 Beautifully made lingerie and plain tailored waists in a good variety of styles are offered in this great lot. They're styles which will sell regularly for \$2.00. In the "World of White," each	\$1.45

BEAUTIFUL LINGERIE DRESSES, \$6.75.

A special lot of daintily made white dresses is offered as an introductory item for the season. All new models, made of fine quality white lawns and batistes, with handsome embroideries and laces used as trimming. They are most desirable garments and wonderfully good values at

\$6.75

Valenciennes Laces by the Bolt

Special lot of French and German valenciennes lace and insertion, good patterns and qualities. In bolts of 12 yards, sold only by the bolt of 12 yards	18c
Special lot of French and German valenciennes lace and insertion, good width, good quality and designs, sold only by the bolt of 12 yards	49c